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Student Academic Success

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Launch of Student Academic Success Instagram

Help us spread the word to UNC undergraduates with the launch assets for @unco\_success

**Greeley, Colo:** The Division of Student Academic Success has launched a social media campaign to deliver academic and advising success tips to all UNC undergraduate students. Instagram is the primary account and offers a central channel for students to find information about campus events and academic content.

We need help from our campus partners to spread the word and direct traffic to the @unco\_success account. The attached .zip file contains our marketing and launch assets to use on Instagram, newsletters, and other fliers.

Included marketing materials and suggested uses:

* (1-7) Instagram carousel with (10SuggestedCaption) to post between January 7-14
* (8QR) SAS QR Code to place on physical fliers or TV screens
* (9Email) Photo for email signatures with (11SuggestedEmail) to link to account
* (12Sharing) Instruction to share assets back with SAS to promote YOUR events

The Instagram is live as of 1/4/2022 at <https://www.instagram.com/unco_success/>. Please follow and help us share info to the UNC bears.

**About SAS Campaign**: Followers can expect six content pillars with a consistent posting schedule each week: Tuesday Tip (Feed Post), Wednesday Behind the Scenes (Reel), Thursday Success/Life Hack (Video), Friday Weekly Wrap and Upcoming Events (Story), Saturday Weekend Recharge and Prep List (Feed Post). Additional content will be published around Deadlines and Special Events.